



MSU Media Summer Camps

July 08 - 27, 2012

Audience

- 163 of 170 available seats were attended of MSU Media Summer Camps (136 individuals, 27 of which attended two consecutive weeks of programming). Seats were open to all students. No prerequisites were required, barring the student met appropriate age and grade restrictions. Participant breakdown:
- **Camp Experience:** 67 (49%) were overnight/residential students where 13 students booked two weeks of overnight lodging; 69 (51%) were day campers where 14 students attended two weeks of day-only instruction
- **Grade:** 24% were middle school students (15 in 7th; 17 in 8th); 76% were high school students (18 in 9th; 34 in 10th; 31 in 11th; 21 in 12th) *Note: More programs are offered for high school students; the overnight option is not available to middle school students.*
- **Age:** 2 (1%) 10-year-old, 4 (3%) 11-year-old, 10 (7%) 12-year-old, 22 (16%) 13-year-old, 24 (18%) 14-year-old, 30 (22%) 15-year-old, 23 (17%) 16-year-old, 22 (16%) 17-year-old students
- **Gender:** 109 (80%) males; 27 (20%) females
- **Origin:** Participants were from 9 U.S. states and 79 cities, and 1 other country (Japan). The majority of participants (90%) were from Michigan. Michigan students came from 63 cities throughout the state. Students from other U.S. states came from FL, IL, IN, MA, NC, OH, PA, and TX
- **Ethnicity:** 93 (69%) Caucasian, 14 (10%) Black, 11 (8%) Hispanic/Latino; 7 (5%) Asian/Pacific Islander (Asian American), 1 (1%) International, 10 (7%) Unanswered
- **GPA:** 3.5/4.0 unweighted average of 124 participants that disclosed this information

Funding

The majority cost of programs are covered by camper tuition and fees. A limited number of scholarships were provided from the organizing unit (Department of Telecommunication, Information Studies & Media) and the Michigan Technology Network, Lansing.

Objectives

- Provide hands-on instruction with software and hardware used in media subject areas with the goal that students can operate these programs independently upon completion of camp
- Introduce campers to a college environment where they develop relationships with current Department faculty and MSU students
- Adapt a college-level course into an accessible program that educates students on related career fields in media
- Students build skills through these project-driven programs; they create a video game, TV show, short film, or mastered recording by the end of the camp program
- Students discover open-source/free resources to help them continue developing their interest in the topic after they leave camp

Description

Over the course of three weeks in July, nine week-long camps were offered to high school and middle school students in Television Production, Digital Cinema, Advanced Digital Cinema, Music/Audio Recording, 3D Animation, Video Game Design, and Advanced Video Game Design topics.

The camps are highly interactive and intensive in their instruction with MSU faculty and student staff. The camp experience culminates in a showcase of student participant work.

Camps have a limited enrollment, scheduled 9 AM to 5 PM, Monday through Friday. A residential option is available for high school participants. Evening activities include extra learning opportunities where students further engage in topics that enhance the learning objectives of the day program, encourage interaction with MSU's campus, and introduce visiting students to current MSU college students pursuing degrees in media subjects.

The MSU Media Summer Camps were deployed with help of 25 people. The breakdown of camp staff included 8 undergraduate students, 6 graduate students, 7 MSU faculty/staff and 4 industry professionals. Two (2) MSU faculty served as advisors. Ten (10) of the 27 participating individuals are also alumni of the Department.

Outcomes

Students participating in post-evaluations show:

- 100% of participants would recommend the camp to a friend indicating they enjoyed their camp experience
- 96% of participants thought they would use the skills they learned or further developed in the camp in the future
- 93% of participants thought they may like to study something similar in college or would like to get a job in a similar career field as the topic of the camp
- There was an increase in the average response rate in several areas including participants average interest in attending college, attending MSU, believing a college degree is important, and their confidence to complete a college degree.

Additional Significant Information

- 6 of 9 programs reached enrollment capacity, and had wait lists within three months of opening registration
- Enrollment for the other three programs went up 29% in 2012
- Female participation made its largest gain in 2012, going from 10% to 20% of total enrollment
- 78% of participants reported they would pursue a science, technology, engineering, or math subject in college if it related to/ incorporated video game design or a significant media component as a learning method
- 32% of 2012 participants enrolled in more than one MSU Media Summer Camp program, or attended the Camp in a prior year
- 100% of participating faculty see a significant value in offering these programs and reported an overall improvement in the quality of projects produced in 2012
- 86% of all staff (faculty, industry professionals, and students) have expressed interest in staying involved in future programming years

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